DOCUMENT RESUME

ED 383 013 CS 508 920

AUTHOR	Walker, Albert, Ed.
TITLE	PR Bibliography, 1995.
REPORT NO	ISSN-0363-8111
PUB DATE	95
NOTE	220p.; For the 1994 edition, see ED 372 453; for the 1993 edition, see ED 361 769. Published five times a year. The "PR Bibliography" issue is always the middle (summer) issue each year.
AVAILABLE FROM	JAI Press, Inc., 55 Old Post Road--No. 2, P.O. Box 1678, Greenwich, CT 06836-1678 ($32.50).
PUB TYPE	Reference Materials - Bibliographies (131)
JOURNAL CIT	Public Relations Review; v21 n3 1995
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Annotated Bibliographies; Business Communication; Business Responsibility; *Ethics; Higher Education; Marketing; *Media Research; *Public Relations; Writing Skills
IDENTIFIERS	Crisis Management; Professional Concerns; *Public Relations Review; Research Synthesis

ABSTRACT

Based on searches of more than 100 periodicals as well as flyers and brochures from 24 major publishing houses and university presses, this annotated bibliography presents a representative collection of books and journal articles related to the knowledge and practice of public relations published in 1994. The annotated bibliography is subdivided into 33 different categories, including business credibility and ethics; writing techniques; business responsibility; communication; crisis management; government relations; management; marketing; technology of communication; public relations profession; and research. A concise section on "How to Use the Bibliography" is also included. A list of periodicals is attached. (RS)

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